



Florida House of Representatives HOUSE MAJORITY OFFICE

402 South Monroe Street
Tallahassee, Florida
32399-1300

Adam Hasner
Majority Leader

322 The Capitol
(850) 488-1993

FOR IMMEDIATE RELEASE
February 2, 2010

Contact: Joe Clements
407-893-3141

REP. EISNAUGLE, SEN. CRIST BRING VOTER, CANDIDATE COMMUNICATION INTO 21ST CENTURY

~Proposed Technology in Elections Act to open up internet to candidates and voters~

ORLANDO – Today, Representative Eric Eisnaugle (R-Orlando) and Senator Victor Crist (R-Tampa) introduced the Technology in Elections Act. The legislation would modernize rules governing the use of technology in political campaigns. Current law does not contemplate the use of many new technologies or websites like Twitter, Facebook, and Google by voters and campaigns. Large portions of campaign budgets are currently spent on expensive traditional media like radio and television advertisements. However, voters increasingly report a preference to learn about candidates and issues on the internet.

“Florida’s election laws were largely written before the wide use of email – let alone campaign websites and the iPhone,” said Representative Eisnaugle. “It is about time that we make our laws compatible with today’s technology so that all voters will have greater access to information and their candidates.”

“It’s vital to ensure that voters and candidates can hold a dialogue on the internet on the sites voters use,” said Senator Crist. “If we want to lower the cost of elections, we must ensure that free, public websites are available for official candidate use.”

The Technology in Elections Act provides safe harbors on disclaimer requirements for candidates using text messaging, social networking sites, downloadable applications, blogs, message board postings and text link advertisements. A recent legal challenge in a St. Petersburg mayoral race raised questions regarding the use of Google ad links, and therefore other media and technologies, by candidates.

###